

CLAIMS

1. An image capturing apparatus comprising:

a lighting determination unit configured to determine whether or not a light emitting unit emits
5 light on the basis of a brightness of an object to be photographed;

an area detection unit configured to detect, on the basis of a captured image of the object that receives light emitted by the light emitting unit, an
10 area occupied by a predetermined shape in the captured image; and

a control unit configured to control an image capturing operation to obtain a captured image for the purpose of saving, on the basis of information in the
15 area detected by said area detection unit.

2. The apparatus according to claim 1, wherein the predetermined shape corresponds to a shape of face of a person.

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3. An image capturing apparatus comprising:

an area detection unit configured to detect, on the basis of a captured image based on pre-light emission, an area occupied by a predetermined shape in
25 the captured image;

a light control area setting unit configured to set a light control area of a light emitting unit in

the captured image in accordance with the area detected by said area detection unit;

an arithmetic unit configured to calculate a main light emitting amount in accordance with a photometry value based on the pre-light emission in the light control area; and

a control unit configured to control to photograph an image by controlling the light emitting unit on the basis of the main light emitting amount calculated by said arithmetic unit.

4. The apparatus according to claim 3, wherein the predetermined shape corresponds to a shape of a face of a person.

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5. The apparatus according to claim 3, further comprising a focusing unit configured to measure a distance to an object to be photographed, and wherein said light control area setting unit sets the light control area in accordance with the distance measured by said focusing unit, and the area detected by said area detection unit.

6. The apparatus according to claim 5, wherein an irradiation light amount upon the pre-light emission is adjusted on the basis of the distance measured by said

focusing unit, a set aperture value, and sensitivity of an image sensing element.

7. The apparatus according to claim 3, wherein said
5 arithmetic unit calculates an average brightness value based on the pre-light emission in the adjusted light control area, and calculates the main light emitting amount on the basis of the average brightness value.

10 8. The apparatus according to claim 3, wherein in a case where said area detection unit detects a plurality of areas, said arithmetic unit calculates average brightness values based on the pre-light emission in the respective detected areas, calculates an average
15 value of brightness values of the plurality of face areas from the average brightness values, and calculates the main light emitting amount on the basis of the average value.

20 9. The apparatus according to claim 5, wherein in a case where it is determined that the area set in accordance with the distance measured by said focusing unit does not match the area detected by said area detection unit, said light control area setting unit
25 adjusts the area in accordance with the distance measured by said focusing unit to the area detected by

said area detection unit and sets the adjusted area as a light control area.

10. The apparatus according to claim 5, wherein the distance is adjusted based on a focusing position of a lens.

11. An image capturing apparatus comprising:
an area detection unit configured to detect, on the basis of a captured image of an object to be photographed that receives light emitted by a light emitting unit, an area occupied by a predetermined shape in the captured image; and
a control unit configured to determine whether or not the light emitting unit emits light based on a brightness of the object, and to control an image capturing operation to obtain a captured image for the purpose of saving on the basis of information in the area detected by said area detection unit.

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12. An image capturing apparatus comprising:
an area detection unit configured to detect, on the basis of a captured image based on pre-light emission, an area occupied by a predetermined shape in the captured image; and
a control unit configured to set a light control area of a light emitting unit in the captured image in

accordance with the area detected by said area
detection unit, to calculate a main light emitting
amount in accordance with a photometry value based on
the pre-light emission in the light control area, and
5 to photograph an image by controlling the light
emitting unit on the basis of the main light emitting
amount.

13. A method of controlling an image capturing
10 apparatus, comprising:
a lighting determination step of determining
whether or not a light emitting unit emits light on the
basis of a brightness of an object to be photographed;
an area detection step of detecting, on the basis
15 of a captured image of the object that receives light
emitted by the light emitting unit, an area occupied by
a predetermined shape in the captured image; and
a control step of controlling an image capturing
operation to obtain a captured image for the purpose of
20 saving on the basis of information in the area detected
in said area detection step.

14. The method according to claim 13, wherein the
predetermined shape corresponds to a shape of a face of
25 a person.

15. A method of controlling an image capturing apparatus, comprising:

an area detection step of detecting, on the basis of a captured image based on pre-light emission, an
5 area occupied by a predetermined shape in the captured image;

a light control area setting step of setting a light control area of a light emitting unit in the captured image in accordance with the area detected in
10 said area detection step;

an arithmetic step of calculating a main light emitting amount in accordance with a photometry value based on the pre-light emission in the light control area; and

15 a control step of controlling to photograph an image by controlling the light emitting unit on the basis of the main light emitting amount calculated in the arithmetic step.

20 16. The method according to claim 15, wherein the predetermined shape corresponds to a shape of a face of a person.

17. The method according to claim 15, further
25 comprising a focusing step of measuring a distance to an object to be photographed, and wherein the light control area setting step includes a step of setting

the light control area in accordance with the distance measured in the focusing step, and the area detected in said area detection step.

- 5 18. The method according to claim 17, wherein an irradiation light amount upon the pre-light emission is adjusted on the basis of the distance measured in said focusing step, a set aperture value, and sensitivity of an image sensing element.

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19. The method according to claim 15, wherein said arithmetic step includes a step of calculating an average brightness value based on the pre-light emission in the adjusted light control area, and
15 calculating the main light emitting amount on the basis of the average brightness value.

20. The method according to claim 15, wherein said arithmetic step includes a step of calculating, in a
20 case where a plurality of areas are detected in said area detection step, average brightness values based on the pre-light emission in the respective detected areas, calculating an average value of brightness values of the plurality of face areas from the average brightness
25 values, and calculating the main light emitting amount on the basis of the average value.

21. The method according to claim 17, wherein said light control area setting step includes a step of adjusting, in a case where it is determined that the area set in accordance with the distance measured in said focusing step does not match the area detected in said area detection step, the area in accordance with the distance measured in said focusing step to the area detected in said area detection step, and setting the adjusted area as a light control area.

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22. The method according to claim 17, wherein the distance is adjusted based on a focusing position of a lens.

15 23. A program for implementing a control method of claim 13.

24. A program for implementing a control method of claim 15.

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25. A computer-readable storage medium storing a program of claim 23.

26. A computer-readable storage medium storing a program of claim 24.

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